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U.S. Department of Agriculture  
and State Agricultural Colleges  
Cooperating

States Relations Service,  
Office of Extension Work, South.  
Farmers' Cooperative Demonstration Work.  
Washington, D. C.

TO BANKERS AND BUSINESS MEN IN COTTON TERRITORY.

Just a final word before we get to the end of the planting season in the South. The Southern farmer is fully aroused; there is now no necessity for talking to him about the growing of food crops. The only thing to be done now is to help with financial credit. Action, not words, will count now. The farmer has not had an easy time and in some sections, unless there is help instead of mere talk, acres will remain unplanted which otherwise would grow some food crop for this season. The farmer is willing to run some risks for his country's sake; are merchants and bankers any less patriotic?

In my letter of April 5 I attempted to impress upon business men the necessity of looking after seed. Now there are three things you can do:-

1. Take hold and act. Find out the farmers' needs in the way of seed by making careful canvass of the situation, as many counties are doing, then go out and buy the seed and furnish it to the farmer on credit at cost.

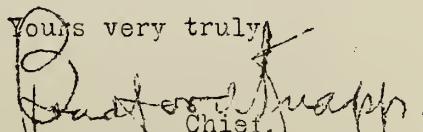
2. A good many acres are remaining unplanted because of lack of team power and implements. You can finance the farmer so he can purchase needed implements and team power; you can assist by purchasing plows and other machinery and renting them to the farmers at reasonable rates, or you can purchase tractors and plows, as some are doing, put a crew on them and plow the land for the farmers at so much an acre. You can also see that every available plow and team is being used, and then if there is a shortage take some action.

3. You can look up the idle labor about town and see that it gets out into the country to help the farmer who is ready to put in crops and needs the finances pointed out above and the labor to do the job. Get all unnecessary road work and public improvement to stop until the needs of the farms are supplied.

The season has been late and much may yet be done. This is no time for the holding of meetings to which the farmers must be called out of the field. You must go out and look this situation over yourselves and furnish the credit, the finances and the power of your business organization for the service of the farmers. The President appealed to all. He said, "This is your opportunity for signal service, efficient and disinterested".

Many sections in the South are taking hold of the problems mentioned in this letter. ARE YOU DOING YOUR PART?

Yours very truly

  
Chief.

